

Gambles  
**WESTERN AUTO  
SUPPLY CO.**

**IN JANUARY 1952**

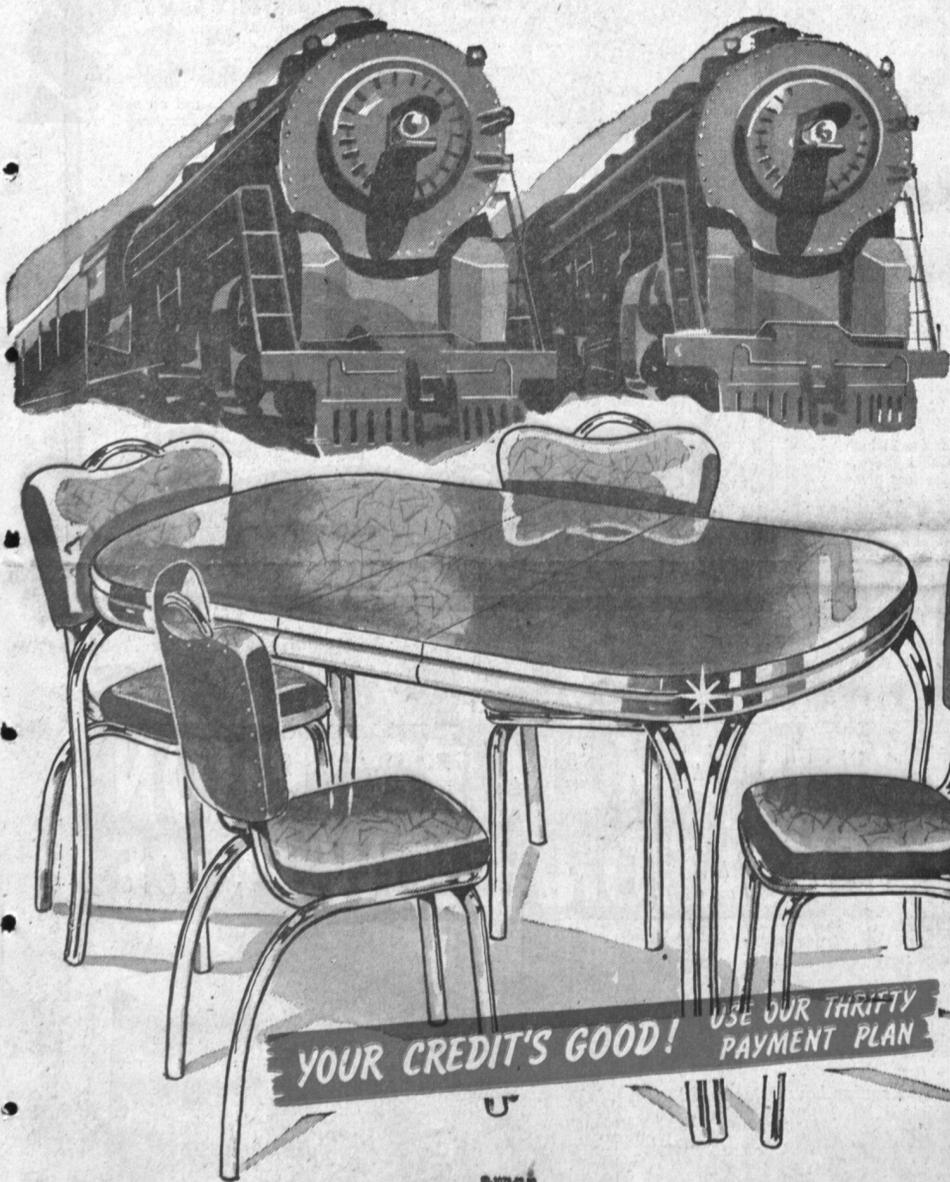
# WE SAVED OUR CUSTOMERS ONE MILLION DOLLARS

**ON TWO TRAINLOADS OF CHROME DINETTE SETS AND  
SALE STARTS TOMORROW CAUSED A SENSATION IN THE NATION!**

1269 Sartori Ave.  
TORRANCE, CALIF.

NOTICE—No price for any article listed or described herein exceeds the ceiling price for that article, as described under the applicable OPS ceiling price regulation. All merchandise subject to stock on hand. We reserve the right to limit quantities. 1-12-52 All prices subject to change without notice.

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XV



## HERE'S HOW IT WAS DONE!

ONE DAY OUR FURNITURE BUYER received a message from the head of our Company. "I want you to search the length and breadth of this land to bring to our customers the greatest dinette value in the history of merchandising." Our buyer contacted manufacturers from Maine to California. Many laughed at us for even trying to sell a set built to our strict specifications for under \$100.

FINALLY HE FOUND A FACTORY large enough to take on this tremendous venture. The result—we saved our customers one million dollars because: we ordered thousands of sets in only one style and three colors; built them during the factory's slack season; took advance orders from our customers; eliminated expensive warehousing. The rest is history.

**169<sup>95</sup> VALUE!**

**NOW! WE'VE DONE IT AGAIN!**

**99<sup>95</sup>**

ONLY  
**10<sup>00</sup>**  
DOWN

FOLKS FLOCKED TO OUR STORE. Sales doubled and tripled our greatest expectations. 90 carloads were delivered to customers' homes in a few weeks. The factory worked day and night to fill orders. Ever since that great event, we've been planning and working toward the day when we could repeat it—bigger and better than before!

NOW THAT DAY IS HERE. No, this is not the identical set we produced last January. Exceptional as it was, this model has more wanted features, newer styling—it's an even greater value!

**BUY TODAY—SAVE!**

OUR EXPERIENCE DURING that great sale last January showed us how to cut our costs even more. And the savings are going into our customers' pockets. Examine this fine dinette set. You'll be glad you did, because you'll be buying the greatest dinette value that can be produced in America—or the world over.

- 3" Moulded, Shredded Foam Rubber Chair Seats
- Contour Chair Backs Have Solid Hardwood Core
- Leg Guides on Table and Chairs Save on Floors!
- Duran Chair Coverings Won't Peel, Fade, Scuff!
- Choice of 3 Popular Colors—Red, Yellow, Grey

**YOUR CREDIT'S GOOD! USE OUR THRIFTY  
PAYMENT PLAN**

- 36"x48" Table Opens to 60"—Seats 8 Comfortably!
- Heat, Acid, Burn Resistant Plastic Table Top
- Triple Chromed, Heavy 16 Gauge Metal Tube Frames
- 3" Apron and Table Banding of Stainless Steel
- Double Tube Table Legs Bracketed for Rigidity
- Self-Storing Jack-Knife Table Leaf—Exclusive!
- 7-Ply Table Top Core of Douglas Fir and Plastic
- Melamine Table Top Matches Duran Chair Coverings



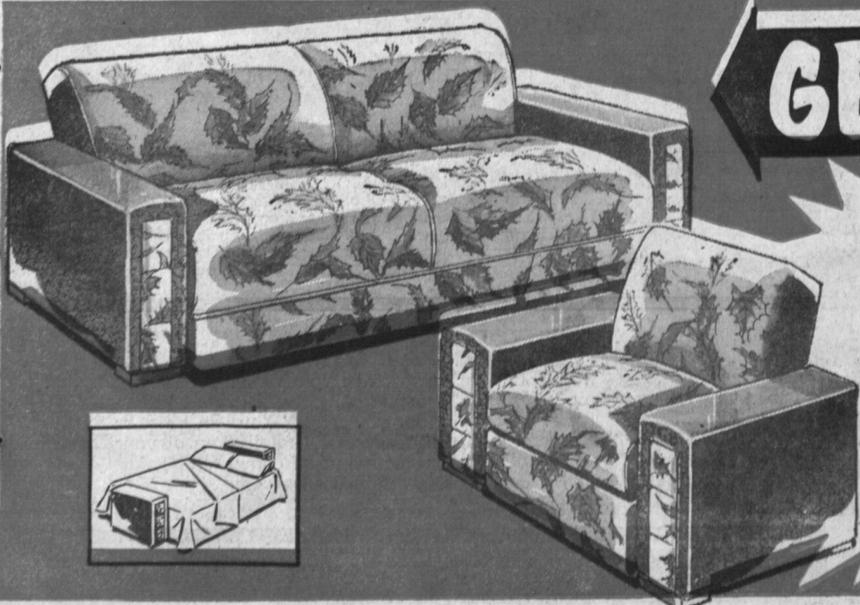
**CHROME DINETTE SETS START AT**

Yes, we have small size 5-piece sets available on special order for as little as \$39.88. Whatever your budget or tastes, come in and let us help you select just the right set to meet your needs. They are quality-built to give you real service. Buy on budget terms.

**39<sup>88</sup>**  
Only  
4.00  
Down

Available on Special Order

## GENUINE \$150 STYLING!!



**69<sup>88</sup>**

SOFA  
BED

1.75 Per Week,  
Payable  
Monthly

MATCHING CHAIR . . . 40.00  
1.25 Per Week, Payable Monthly

You've Never Seen Such a Value as This in

## SOFA BEDS

- Buy a 2-Piece Living Room Suite or Buy Pieces Separately
- Choose Beverly Print Tapestry in Black, Wine, Gray or Green
- Wine, Gray or Chartreuse Moresk Plastic Arms

You get more than a comfortable large bed by night and an attractive sofa by day! You get a \$150 look for so little! And check the steel coil spring seat and back, securely attached to the doweled hardwood frame; the spacious bedding box underneath. 90 inches long, too! Buy at this value price!